

High-Impact Sales Presentation Skills



High-Impact Sales Presentation Skills provides sales professionals with the skills and confidence to create and conduct informative, persuasive and professional sales presentations. This program prepares them with presentation planning guidelines, understanding verbal and non-verbal skills, instruction in audience dynamics and practice in a group setting to improve their presentation capabilities.

Skilled presentations can significantly improve the impression a sales professional leaves with a customer. A presentation needs to be more than targeted to the customer's needs – it must be conducted in a manner that is both engaging and attentive to the customer's reactions. Sales professionals who present with confidence and interact appropriately with audience dynamics will win more deals.

High-Impact Sales Presentation Skills is a program that provides sales professionals with the skills to deliver the right information in an engaging, professional manner. Just as importantly, they gain the ability to know how to read reactions of the audience in order to make the presentation open the door to the next stage of the sale.

Enhancing Professional Presentation Skills modules and topics include:

- Presentation skills self-assessment of participant's current strengths and development needs
- How to engage a presentation audience with both verbal and non-verbal communication, including practice in the four key voice presentation skills and three key non-verbal skills
- Using the R-E-A-D profiling method of anticipating audience roles
- Utilizing consensus questions to optimize group dynamics
- Planning and organizing informational and persuasive presentations (Sales Presentation Planning Tool)
- PowerPoint and Virtual Presentation Practices
- Developing core messaging for a sales presentation focused on need, solution, differentiation and proof.
- Presentation practice with video analysis and feedback to improve presentation skills

Who Will Benefit

Sales Professionals, including Account Executives, Account Managers, Inside Sales Representatives, and other professionals with sales responsibilities.

Workshop Length

1.5 –2 days (depending on group size).

Comprehensive Training Program

The High-Impact Sales Presentation workshop is part of a comprehensive training program that includes customization to add relevancy, detailed participant workbooks, tools and planners, video analysis, expert facilitation, post-training reinforcement, and self-assessments.

Delivery Methods

Live, Instructor Led Training (ILT) workshop with Live, Virtual Instructor Led (VILT) Reinforcement sessions.

Sales Readiness Group's singular focus is helping sales organizations improve their sales performance through our customized sales training, sales coaching, and sales management training programs.

Contact us at 1-800-490-0715 to learn how we can help improve the performance of your sales team.

